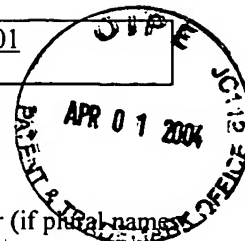


PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATIONATTORNEY DOCKET NO. RSM049001

DECLARATION:

As a below named inventor, I hereby declare that:

My residence/post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Targeted Data Transmission and Location Services Using Digital Television Signaling

the specification of which is attached hereto unless the following box is checked:

(X) was filed on 9/30/2003 as US Application Serial No. or PCT International Application
Number 10/675,422 and was amended on _____ (if applicable).

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

Foreign Application(s) and/or Claim of Foreign Priority

I hereby claim foreign priority benefits under 35 USC §§119(a)-(d) or §365 of any foreign application(s) for patent or inventor(s) certificate, or §365(a) of any PCT International Application which designated at least one country other than the United States, listed below and have identified below any foreign application for patent or inventor(s) certificate or PCT International Application having a filing date before that of the application on which priority is claimed:

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
			YES:____ NO:____
			YES:____ NO:____

POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Richard A. Dunning, Jr., Reg. No. 42502

Direct All Correspondence to Customer Number 29825

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: James J. Spilker, Jr.Citizenship: USResidence: 85 Roan Place, Woodside, CA US 94062Post Office Address: Same

Inventor's Signature

Date

2/4/04